

Analysis of the Impact of Live Streaming E-Commerce Economy on Society

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Abstract: With the continuous development and upgrades of digital technology, the development of media platforms is rapid. The diversity of media platforms has fulfilled and enriched the interaction and communication of people in their daily lives. Beyond the impact of these factors, the diverse media platforms also affect the operation of society in which people are involved. Within the context of the new economic model in society with data and digitalization playing a critical role, the dependence on digital platforms has increased significantly. As for the following, this paper will take the e-commerce economy that emerged in live streaming led by digitalization as an example, and analyze the impact of e-commerce on society. At the same time, the negative effects are also discussed. This paper finds that the economic development of e-commerce in the form of live streaming is worthy of affirmation, but its impact on the environment also demands attention from the residents and makes corresponding adjustments.

Keywords: Digital media, Live streaming, Electronic commerce, Social media platform, Consumption structure

1. Introduction

Digital media platforms have contributed to the establishment of the age of information interaction and the transformation of the economy. The interaction of news and texts which rely on digital media technologies promotes the development of society. According to Papacharissi, social media platforms' "appeal" lies in their ability to give a "stage for self-presentation and social connection" [1]. This is because of their multimedia capabilities, which enable them to offer props (text, photo, video, etc.) that assist improve self-presentation [1]. Among these social media platforms, some social media has attracted the popularity of people and also provided new opportunities for business development. As mentioned by Bhandari and Bimo, TikTok, in a practical sense, is the most recent version of the increasingly common social media trend that promotes the creation and sharing of videos through live streaming and some brief looping videos [1]. Live broadcasting, as an important component in social media, tends to be generalized with the progress of society. With the social and interactive factors of social media, commerce has also become more complicated and advanced. Electronic commerce which relied on the development of digital media platforms has played a critical role in the construction of society from different perspectives. This paper makes a comprehensive analysis of the impact of e-commerce live broadcasting on society through the analysis of examples.

In a modern society where people are highly dependent on social media, the emergence of live-streaming e-commerce has both benefits and negative effects. How to effectively use the e-commerce economy to improve the convenience of life while avoiding its negative impact on society is worth studying.

2. Live Streaming and Electronic Commerce Economy

The growth of digital media has been accompanied by the emergence of many media platforms. These media platforms rely on the characters of real-time and interactive which is shown with the development of the digital media society to enrich the life of people. As for the popular social media platforms such as TikTok and Instagram, the platforms will contribute to establishing a bullet screen and comments. The purpose of this content is to enhance the interactivity between users and the creators of published content. The establishment is also a positive way to increase the participation of the audience on social media platforms. This software can segment audiences for different content based on user comments and discussions presented by the platform. Litt and Hargittai have stated that the individual relation could be explained by people targeting imaginary audiences. They are most frequently considered homogeneous groupings of individuals composed of folks who would find their content engaging [2]. There is a testament to meeting different audience groups through the emergence of live streaming. The real-time action taken by live streaming encouraged the users to present their opinions directly. According to the increasing involvement of social platforms in the lives of users, the more people rely on them. A phenomenon has been observed by a sociologist Thompson, which is that people are becoming more and more reliant on "a range of social institutions and systems that provide them with the material and symbolic means to construct their life plans" [3]. The electronic commerce operation has an impact on society by combining the shopping experience and social interaction with the real-time interaction of live streaming platforms. The variation of social media has changed the way consumers shop, which means that more and more people tend to obtain product information and exchange shopping experiences through social media. A combination of live e-commerce and social elements processes the shopping becoming more social. The participation and interaction of users have been enhanced at the same time.

3. The Impact of Live Streaming E-Commerce Economy on Society

3.1. The Positive Impact of Live Streaming E-Commerce Economy on Society

The interactivity on the internet promotes the emergence of live-streaming e-commerce. Besides the formal transformation of the e-commerce economy by social media, the structure of customers has also changed from a conventional way to a more convenient and personalized way. The interested consumers could understand and consume through live streaming e-commerce and shared comments from previous consumers. As Turcotte et al mentioned, if real-life people posted some recommendations on social media, it is more credible [4]. According to different demands for the products, social platforms will recommend e-commerce merchants that users prefer, which provides a more personalized experience for the consumers. While meeting the needs of consumers and changing the consumption structure, live e-commerce has a lot of promoting effects on society. There is a trend that a growing number of businesses and merchants are turning to the Internet to grow their customer base and increase sales [5]. E-commerce on the one hand plays a role in promoting the sales of commodities. A product presented on the website has more exposure and opportunities to attract consumers compared with the offline stores. Singh has pointed out that these online stores supply producers and merchants with an intuitive and inexpensive means of reaching potential customers and improving the efficiency of their product distribution [5]. The way of live streaming to show the products has overcome the geographic limits of consumers. The anchors belonging to different

electronic commerce will demonstrate the product and interact with an audience online, As for those who are in different areas will focus on the live and ask questions about the product anytime, anywhere.

On the other hand, the e-commerce economy not only optimizes the user experience of shopping but also promotes the development of the job market. Boyd has stated that technology can connect people individually or concurrently with various audiences, creating a stage for the interaction of self-identity creation in public and private life [6]. When e-commerce companies sell their products through live broadcasting, related anchors serve as a medium for e-commerce companies to communicate with audiences. Thus, anchors as an innovation of the occupation to promote e-commerce. On the other hand, live e-commerce also has an influence on the structure of obtaining employment. For instance, it is a flexible and constantly changing phenomenon in live e-commerce, which means that the structure of getting a job is different from the traditional structure. Cong has mentioned that a new wave of digital platforms allows the use of smart contracts to expedite user transactions and fund platform growth, besides introducing cryptocurrency tokens as local currencies [7]. Consumers focus on e-commerce based on the living streaming platforms have used tokens to buy some virtual goods and the anchors could also earn revenue through the tokens.

In addition, e-commerce uses the diversity of social media effectively and has an impact on the cultural development of society. As for China, a lot of cities that hold the traditional culture and technology rely on e-commerce to sell the goods or food prepared using conventional techniques. The online method will increase the attention of the related cities' audiences and attract more visitors to expand tourism. More mobility has been closely associated with the instantaneous information that is now frequently accessible through digital media as pointed out by Van and Charles [8]. Through the promotion of e-commerce anchors and comments from buyers, these measures will increase the curiosity of tourists.

3.2. The Negative Impact of Live Streaming E-Commerce Economy on Society

However, the e-commerce economy has a positive impact on society, but it also has some negative effects. As the view of Bishop, platforms are said to produce filter bubbles, polarize communities, and spread misinformation and deception, among many other negative effects. It has been demonstrated that platforms have a particularly disruptive power in the context of discussions surrounding news media [9]. Live e-commerce has played a crucial role in innovating the job market, while traditional retail and some industries which focus on logistics may be influenced by the automation of some e-commerce platforms. What's more, some shoddy products may use the method of false propaganda to attract customers. Based on the online process, the customers could not identify the fact immediately which will cause the customers to suffer some economic losses and also emerge the credibility of the e-commerce environment. Because of the 'rapid development of the logistics system' and 'express sector', the process of people shopping online has become more effective and fast [10]. The increased demand for logistics and packages has been presented from the development of e-commerce, but the related packaging waste is also produced at the same time. The waste has a potential impact on the environment especially some harm caused by disposable packaging. Effectively addressing the environmental impact of packaging issues arising from the e-commerce economy is essential. Su, et al in the research have mentioned that express delivery services can set an example by utilizing recyclable, biodegradable, and ecologically friendly packing materials in response to laws passed by the government [10]. In order to establish a more sustainable phenomenon of e-commerce, the negative impact should be paying attention.

4. Conclusion

This paper analyzes the reasons for the emergence of the e-commerce economy in the new media era and its positive and negative impact on social development. This paper proves the importance of the e-commerce economy in the daily lives of people. The connection between customers and e-commerce can improve the convenience of life while satisfying the demands of people. Live streaming e-commerce constitutes a new consumption model and changes the traditional consumption structure and transaction form. The creation of a token economy promotes the development of digital media blockchains. This paper focuses on the impact of live streaming e-commerce on society, and some solutions to its negative impact on society should also be considered. With the rapid development of the e-commerce economy, it is also worth studying to effectively solve the job market competition and the impact of packaging on the environment.

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